

<b>TITLE:</b>	Communications & Marketing Manager
<b>HOURS:</b>	35 hours per week
<b>BASED AT:</b>	Clan House, Aberdeen
<b>SALARY:</b>	Circa £38,000 - £40,000 commensurate with experience
<b>REPORTING TO:</b>	Chief Executive
<b>RESPONSIBLE FOR:</b>	Communications & Marketing Executive

### CLAN CORE VALUES:

All Clan employees are required to demonstrate supportive and respectful behaviour at all times, not only to clients but also to colleagues and management. Colleagues are treated professionally with respect and dignity and take responsibility for operational boundaries and expectations to ensure a harmonious working environment. All employees are required to adhere to Clan's five Core Values:

**Honesty:** We are honest, reliable, transparent and treat others with fairness.

**Excellence:** We invest and empower people, are committed to excellent and strive to provide high quality, consistent support in a healthy, safe environment.

**Accountability:** We take ownership for and are responsible for our choices and actions. We are accountable to each other and consider the outcomes of our behaviours on the achievement of our goals and tasks.

**Respect:** We value diversity of people and thought. We behave in ways that earn trust and support each other.

**Teamwork:** Clan is a community, we are welcoming and supportive, and we communicate openly. We are strong together.

### JOB PURPOSE:

Working closely with the CEO and Senior Management Team, you will lead Clan's PR, communications and marketing activity, promoting our cancer support services across the north east of Scotland and the Northern Isles. You will play a key role in protecting, strengthening and developing Clan's reputation by delivering high-quality editorial, creative and operational communications support across the organisation.

Based at Clan House, you will work closely with colleagues delivering services across Aberdeenshire, Moray and the Northern Isles, ensuring our messaging is consistent, engaging and reflective of the needs of the people we support.

### KEY RESPONSIBILITIES & DUTIES:

- Act as a key member of Clan's Management Team, leading a coordinated and strategic approach to all communications and marketing activity, supported by effective systems and processes.
- Develop, deliver and evaluate an annual, integrated, multi-channel communications and marketing strategy aligned with Clan's services and income generation objectives.
- Lead on all external communications, PR and promotional campaigns, ensuring consistency of message and brand across all channels.
- Lead and develop Clan's internal communications to support staff engagement and organisational effectiveness.

## JOB DESCRIPTION & PERSON SPECIFICATION

### COMMUNICATIONS & MARKETING MANAGER

- Manage the communications and marketing budget, ensuring effective planning, monitoring and value for money.
- Champion and protect Clan's brand, supporting colleagues to apply brand guidelines consistently and confidently.
- Ensure compliance with Clan's marketing communications policies, procedures and relevant legislation, including GDPR, providing guidance to senior colleagues as required.
- Act as Clan's primary media contact, producing press releases, building strong relationships with local and regional media, bloggers and influencers, and proactively identifying media opportunities.
- Work closely with the CEO and Senior Management Team to manage communications during periods of heightened media interest or crisis.
- Coordinate and manage communications and marketing projects, ensuring deadlines are met and stakeholders are kept informed.
- Oversee the production, editing and distribution of internal and external publications, literature, the Annual Report and Trustees' Report.
- Ensure Clan's communications are clear, influential and accessible to a wide range of stakeholders.
- Oversee website and social media content, ensuring information is accurate, up to date and engaging, and lead campaigns to drive online engagement and traffic.
- Monitor and analyse communications performance, producing monthly impact reports and quarterly updates for the Board of Trustees.
- Support the promotion of fundraising and awareness events and campaigns.
- Organise, analyse and interpret data to inform messaging, campaign development and continuous improvement.
- Monitor press and wider media coverage relevant to Clan and the sector.
- Work collaboratively with colleagues to ensure Clan's information and library services meet the needs of people affected by cancer.
- Represent Clan at external meetings and events as required.
- Line manage the Communications and Marketing Executive, providing leadership, mentoring, performance management and support in line with organisational objectives.

This list is not exhaustive and other duties will be required to be undertaken from time to time to ensure the effective delivery of responsibilities associated with the post.

## PERSON SPECIFICATION

### COMMUNICATIONS & MARKETING MANAGER

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	Marketing / PR / Communications degree or equivalent qualification / expertise.	
<b>Experience</b>	Sound knowledge of Communications, PR and Marketing techniques. Exceptional communication skills. A proven track record in communications and marketing.	3-5 years' experience in a busy communications department, ideally from an inhouse or agency role. Previous supervisory experience.
<b>Special aptitudes or abilities</b>	Accuracy and attention to detail. Ability to work under pressure. Organisational, planning and creative skills. Ability to work to and meet deadlines. Self-motivated and team player. Excellent verbal and written communication skills. Sound knowledge of communications, PR and Marketing techniques including social media. Competency with MS office programmes.	An understanding of working with or in the third sector. Awareness of Google Analytics.
<b>Requirements of the post</b>	Full clean driving licence. Ability to work evenings & weekends. Adherence to all Clan's values, policies and procedures. PVG Disclosure. Successful completion of Clan's in-house Listening and Support training course.	

Line Manager	Employee
Name:	Name:
Signature:	Signature:
Date:	Date: